

# TWEEN Safety In and Around Vehicles



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# In and Around Vehicles

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Safe Kids Buckle Up

July 2006: In and Around Vehicles program.

# Tweens

Children ages 8-14

- A changing world; today's children are:
  - More sophisticated
  - Encouraged and free to make choices and decisions
  - Beginning to go through physical changes - puberty

# Tweens and Traffic Safety

- Total traffic fatalities are more than double for children ages 8-14 than for younger children.
- Pedestrian fatalities show a similar trend: more older children injured and killed by vehicles than younger children

# Tweens and Traffic Safety

- In fatal crashes:
  - Tweens are more likely to be unrestrained in a vehicle than children ages 7 and under.
- At Safe Kids CSS Checkup Events:
  - Tweens much less likely to attend
  - 91% of all CSS event attendees were ages 4 and under.

# Safe Kids Tweens Program

- Safe Kids focused on the young tween, ages 8-10.
- Simultaneous education for parents *and* young tweens
  - Booster seats and seat belts
  - Safety around vehicles
  - Safety in all vehicles (no matter who is driving)

# Educational Stations

- Safe Kids designed an educational program including 4-5 safety stations to address:  
**Safety In and Around Vehicles.**
  - Group learning exercise for young tweens and parents.
  - Piloted with the Cub Scouts of America
  - Expanded to involve age appropriate community groups for CPS week 2007.

# Reaching Underserved Families

## Underserved Communities:

- Safe Kids Worldwide's working definition:
  - Communities where injury prevention messages, services, knowledge, and resources that have been proven to lead to improved health outcomes are not available, easily attained, or appropriately communicated.



# Pilot Educational Stations

- Held at Chevrolet dealerships and at community locations
- 4-5 stations were set up with 1 demonstration vehicle available per station.



# Station 1: Safety Belt Fit Test

- Tween weights and heights taken and recorded.
- A parent sat in a vehicle back seat to demonstrate seat belt correct fit
- Each tween sat in a vehicle and was tested to see whether they “fit” the adult lap and shoulder belt
- A certified CPS technician then determined if the tween would ride safer with or without a booster seat.

# Station 2: Spot The Tot

- Parents were taught to walk completely around a vehicle before entering to look for children, pets and toys.
- Using the mat, and a parent driver, tweens saw how hard it was for drivers to see them when they were near cars.



# Station 3: Never Leave Your Child Alone

- Parents and kids were taught that children should always be with an adult when in a vehicle.
  - Dangers inside a vehicle
  - Heat – demonstration car set up with an inside and outside thermometer

# Station 4: Preventing Trunk Entrapment

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- Tweens were taught to never hide or play in trunks; trunks should only be used for cargo.
- Parents and tweens were shown the “glow in the dark” trunk release handle found in cars made after 2001.

# Station 5: OnStar

- At Cub Scout events, a 5<sup>th</sup> station was included to teach parents and tweens the benefits of having OnStar.
  - OnStar contacts an operator in case of an emergency
  - Tweens should talk to the operator

# CPS Week 2007

## Taking the Program to Communities

- 195 In and Around Cars events across the US during CPS Week 2007
- Preliminary attendance numbers: over 5,000
  - 45 scouts packs attended (including Boy, Girl and Cub Scouts)
  - 15 Boys and Girls clubs reached
  - 130 other community groups reached



# CPS Week 2007 – Parent Research

**A child should be at least \_\_\_\_\_ tall to safely ride in an adult lap and shoulder seat belt.**

- 4 feet 9 inches      36%      →      53%

## How much should a child weigh to best fit in a booster seat?

- 40 – 80 pounds 49% → 70%

## What is the safest position for a lap and shoulder seat belt?

- Across the collar bone and hips 73% → 85%

## Can a car's locked trunk ever be opened from the inside?

- Only in newer cars 39% → 71%

Total number of parents = 90





# CPS Week 2007 – Tween Research

Where should the lap part of the seat belt fit on your body?

- Across your stomach
- **Across your hips and upper legs**
- Across your knees
- I don't know

**Correct: 63% → 84%**

Total number of tweens = 84

# CPS Week 2007 – Tween Research

Can a car's locked trunk ever be opened from the inside?

- Yes
- No
- **Only in some cars**
- I don't know

**Correct: 27% → 61%**

Total number of tweens = 84

# CPS Week 2007 – Tween Research

**When can kids play near parked cars or in driveways?**

- When there is an adult watching
- When the car is in the driveway at home
- When a car is turned off
- **Never**
- I don't know

**Correct: 44% → 64%**

Total number of tweens = 84

# CPS Week 2007 – Tween Research

**Adults should not leave babies and kids alone in cars because:**

- Inside the car can get very hot
- Children can get hurt by playing alone in a car
- **All of the above**
- I don't know

**Correct: 63% → 74%**

Total number of tweens = 84

# Tweens – Lessons Learned

- The SKBU events were most successful as group activities: Tweens learned well among their peers.
- Most successful events were those where the tween and the parents were both learning together.
- Many tweens were extremely surprised at how much more comfortable a booster seat was and how much better they could see out the vehicle window.

# Tweens – Lessons Learned

- Worked best with existing Tween groups, school groups, scouts, boys and girls clubs. Hard to create a new community group without existing infrastructure.
- Difficult to get parents and tweens to come to a location, ex. a dealership, feedback suggested it will work better going to where they are, ex. a church, school.

# Next Steps: Older Tweens Ages 11-12

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Safe Kids Buckle Up plans to address the issues of the older tween ages 11-12 for CPS Week 2008.

# Questions

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